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**LBG** AUSTRALIA & NEW  
ZEALAND 2012

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**BENCH-**

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**MARKING**

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**REPORT**

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**STOCKLAND**



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## 1. Introduction

Thank you for participating in the LBG Australia & New Zealand annual benchmarking, 2012. Your company report, together with the Annual Benchmarking Report contains valuable information that can be used in a variety of ways.

### Within your company

For many companies, knowing how much they are contributing to the community, and where the money is going, is extremely valuable. The LBG methodology enables our members to form a reliable and holistic view of their community investment.

### Communicating the results externally

Companies are increasingly under pressure to justify expenditure and these reports make it easier to inform customers, shareholders and the general public about your community contribution. LBG data is easily customisable for each target audience and the integrity is verified through the use of an internationally recognised framework, used by more than 200 of the world's leading companies.

This report details your corporate community investment contributions for 2012, benchmarked against companies from your sector and against the Australia & New Zealand member companies who have participated this year.

We would like to thank you for your dedication and participation throughout this benchmarking process and we look forward to working with you in 2013.

Kind regards,

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Manager, LBG Benchmarking



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## 2. LBG Australia & New Zealand headline performance

Headline performance, LBG Au & NZ	2012	2011	2010
Total number of members	50	58	51
Number of members submitting a return	44 (88%)	48 (83%)	47 (92%)
Total contributions reported	\$203,891,926	\$258,867,437	\$254,424,657
Average estimate of contributions captured	82%	85%	82%
Contributions per employee	\$354	\$392	\$322
Total contribution as a percentage of pre-tax profit*	0.41%	0.60%	0.63%
Total contributions as a percentage of revenue*	0.07%	0.08%	0.10%
Average % of employees volunteering in paid time	7.5%	7.8%	5.8%
Total leverage reported	\$117,181,561	\$113,882,852	\$50,474,740

\*In 2012 100% of reporting members provided their pre-tax profit and total revenue figures

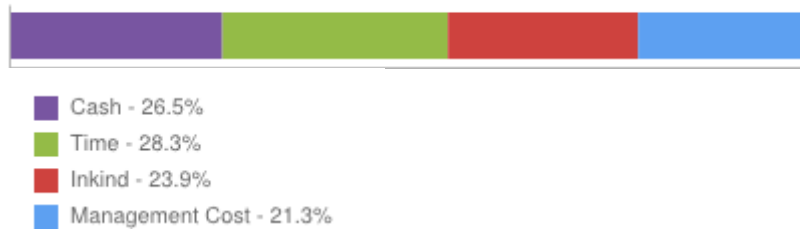
## 3. Stockland community contribution snapshot

2012 community contribution	2012 AUD\$	2011 AUD\$	Change
<b>Total community contribution</b>	<b>\$2,212,993</b>	<b>\$2,459,583</b>	<b>-\$246,590</b>
Total Revenue	2,029,700,000	2,363,000,000	333,300,000
Pre tax profit or EBITDA	821,000,000	754,600,000	66,400,000
Company FTE	1,420	1,262	158
FTE dedicated to CCI	2	1	1
Estimated % of data captured	90	75	15
<b>Cash</b>			
Cash	587,106	890,951	303,845
<b>Time</b>			
Time	626,083	762,584	136,501
<b>In-kind</b>			
In-kind	528,139	350,704	177,435
<b>Management Costs</b>			
Management Costs	471,666	455,344	16,322
<b>Charitable Donations</b>			
Charitable Donations	303,844	532,086	228,242
<b>Community Investment</b>			
Community Investment	1,434,433	1,409,025	25,408
<b>Commercial Initiatives</b>			
Commercial Initiatives	3,050	63,128	60,078
<b>Leverage (facilitated third party contributions)</b>			
Leverage (facilitated third party contributions)	147,148	234,655	87,507

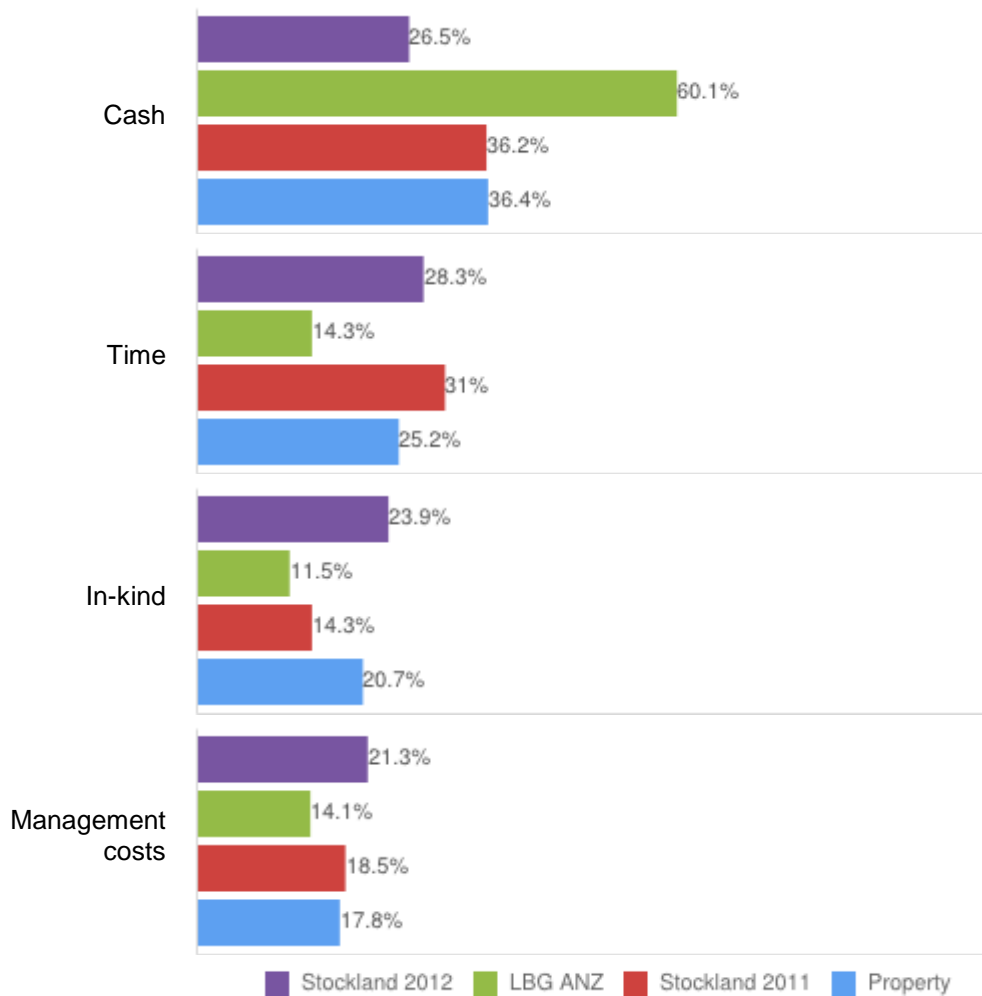


## 4. How Stockland contributed

### 4a. Contribution



### 4b. Benchmarked



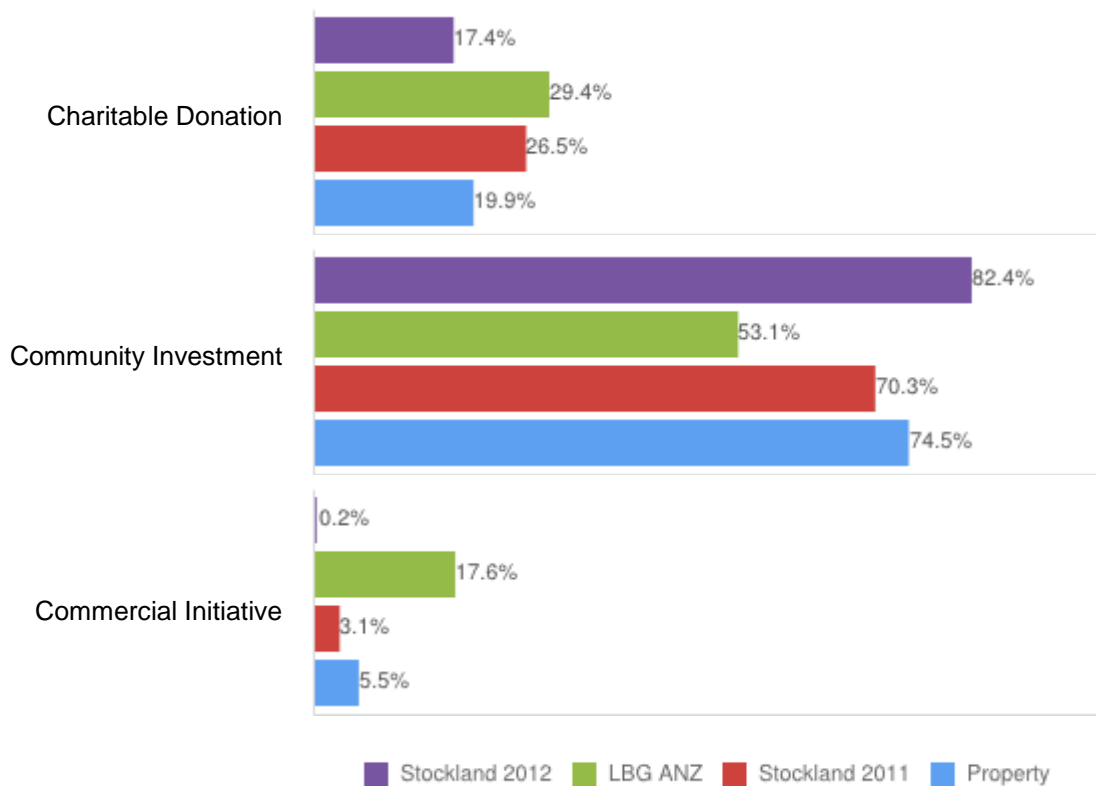


## 5. Why Stockland contributed

### 5a. Motivation



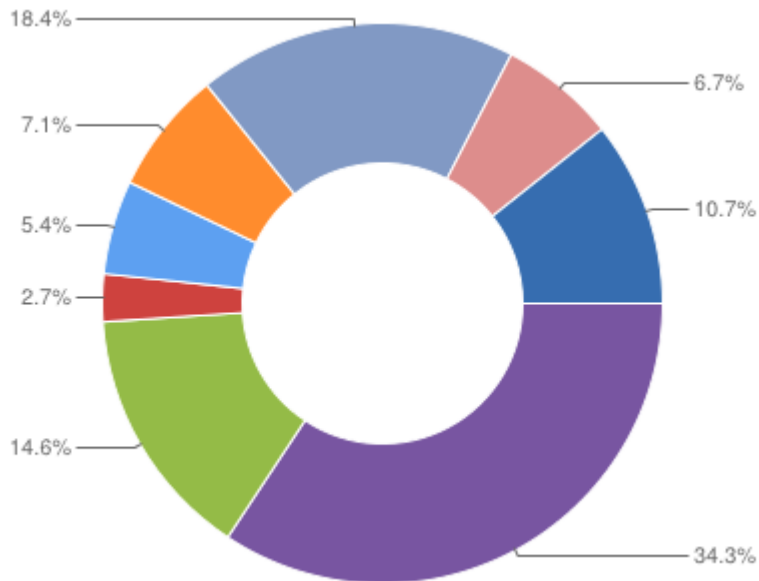
### 5b. Benchmarked





## 6. What Stockland supported

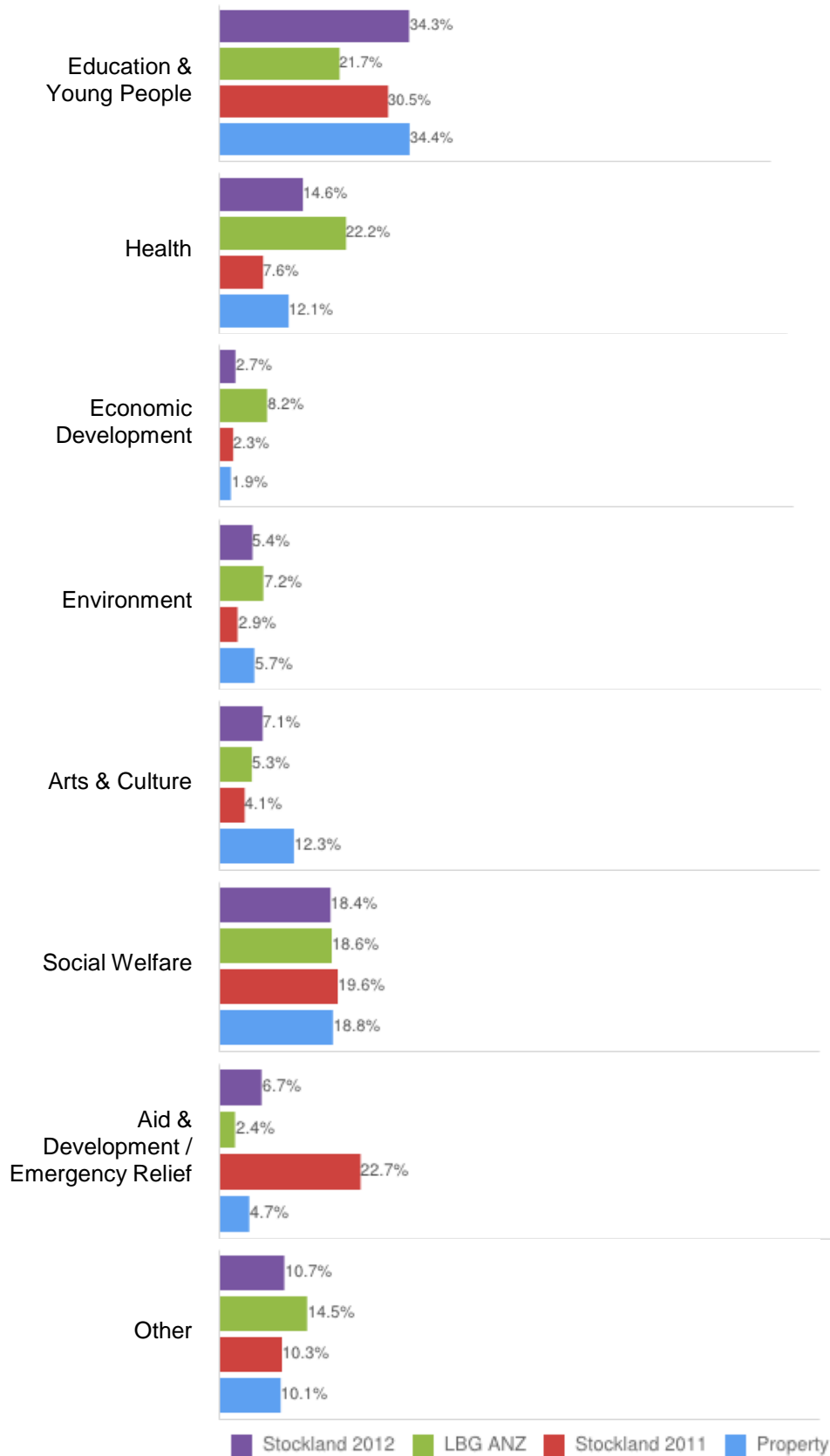
### 6a. LBG subject focus areas



- Education & Young People
- Health
- Economic Development
- Environment
- Arts & Culture
- Social Welfare
- Emergency Relief
- Other



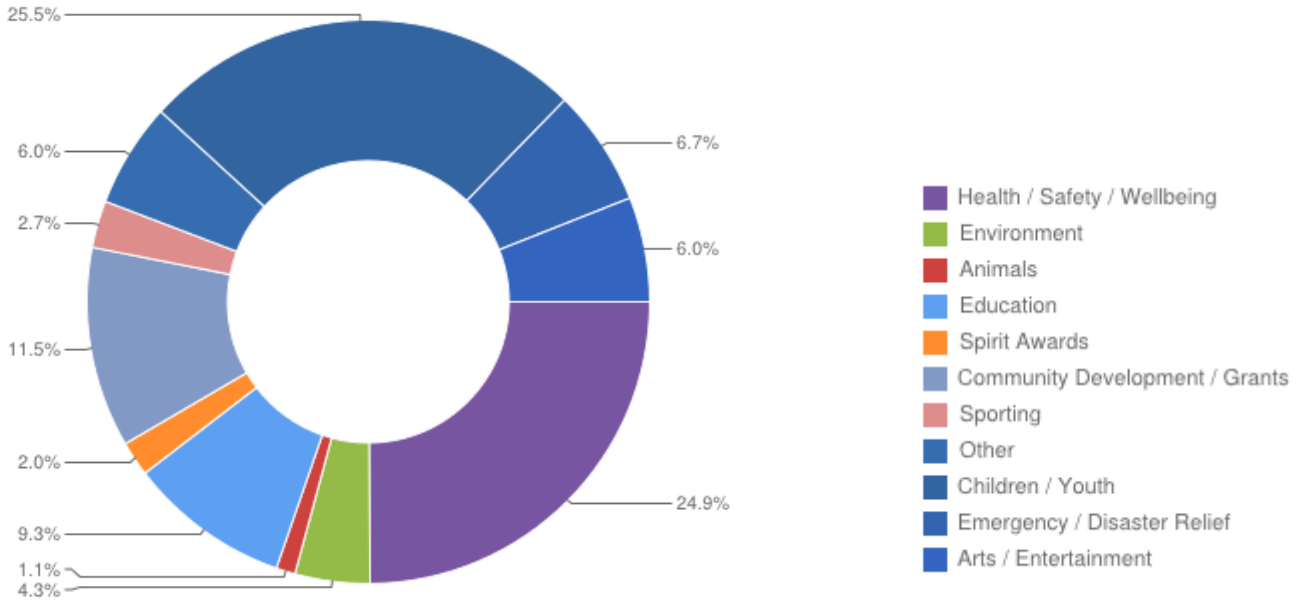
## 6b. Benchmarked







**6c. Stockland company specific subject focus areas**



**6d. Indigenous contribution**

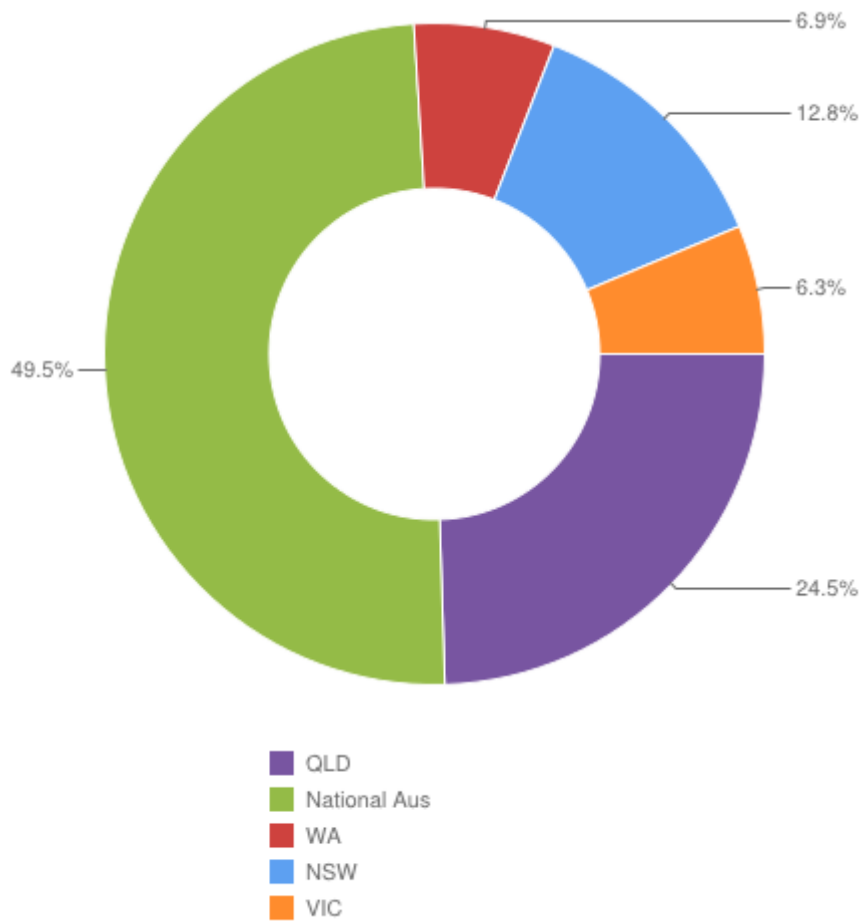
*Stockland did not report an Indigenous contribution in 2012*

Number of companies who reported an Indigenous contribution (Australia only)	
Property	LBG members
0 of 3	17 of 40



## 7. Where Stockland contributed

### 7a. Geographic spread





## 8. Analysing and comparing total contribution

The three indicators represented below enable members to make a comparison of their total contribution against their sector and the reporting membership as a whole.

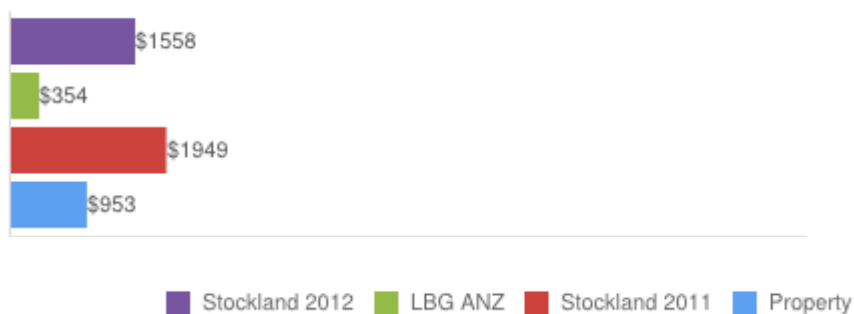
### 8a. Contribution as a percentage of pre-tax profit



### 8b. Contribution as a percentage of total revenue



### 8c. Contribution per full time employee



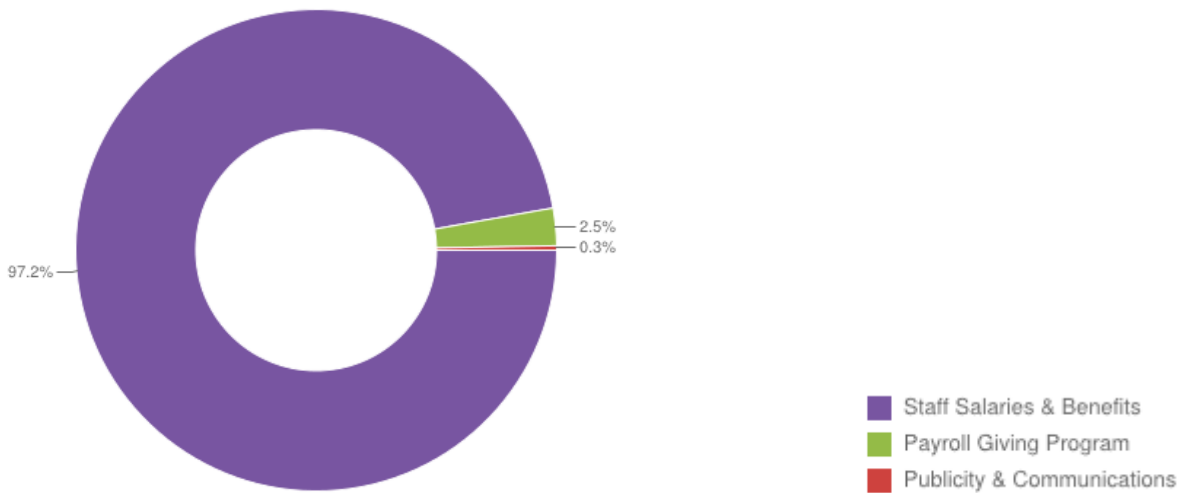


## 9. Stockland management costs

LBG AU/NZ provides an analysis of the management overheads associated with running a community investment program. Management cost categories include:

1. Staff salaries & benefits for corporate community investment staff
2. Operating expenses including overheads, research, evaluation and other CCI resources
3. Publicity and communications of community engagement including communications costs
4. Payroll giving program costs

### 9a. Analysis of Stockland management costs



### 9b. Management costs as a percentage of total contribution



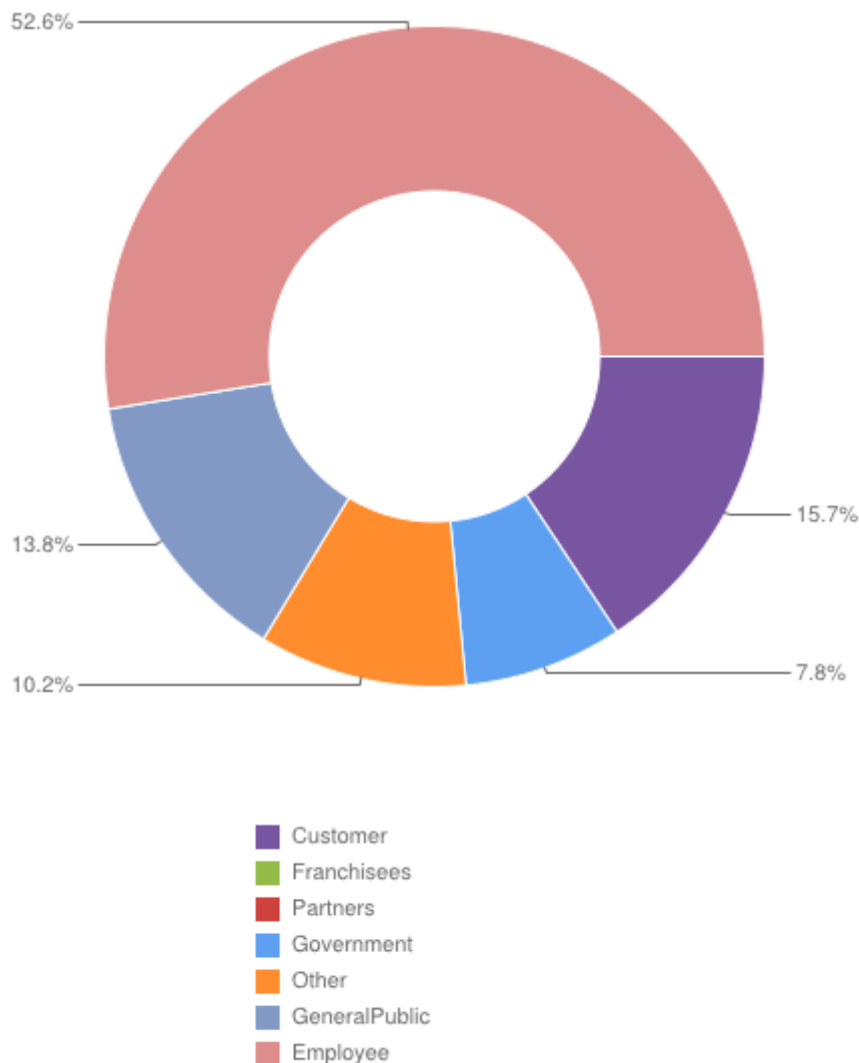
Number of staff dedicated to community investment	
Stockland	1.5
LBG member average	4



## 10. Leverage - facilitated third party contributions

Leverage is the capture of additional contributions raised by third as a direct result of a company’s community programs or initiatives. Leverage can be made up of cash, time or in-kind contributions.

### 10a. Stockland leverage analysis

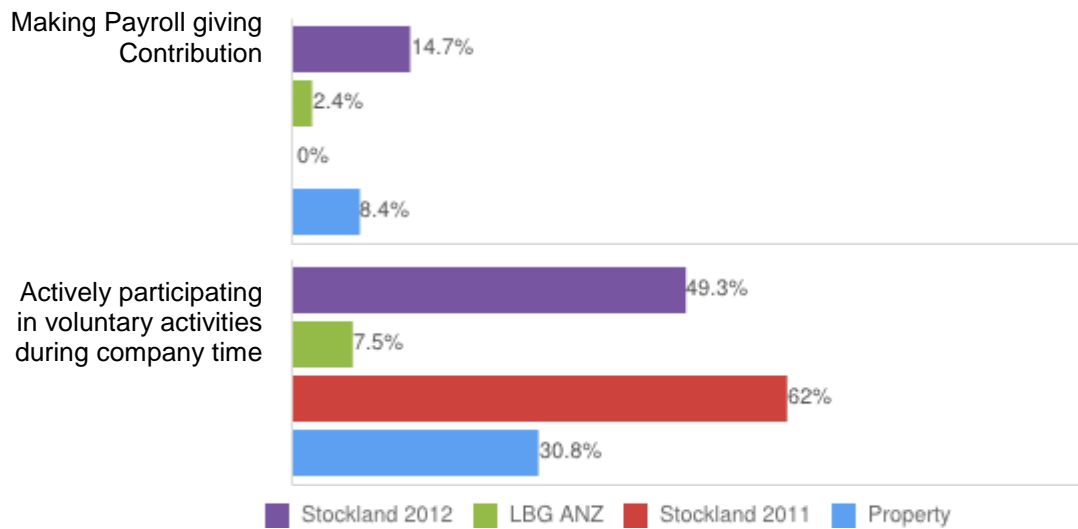


<b>Stockland Leverage total</b>	<b>Value of Leverage compared to Stockland total contribution</b>
<b>\$147,148</b>	<b>7%</b>



## 11. Stockland employee involvement

### 11a. Employee involvement





## 12. LBG members 2012

Aegis Media	Optus
ANZ	Origin Energy
Ausgrid	QR National
Australia Post	Queensland Rail Limited
Australian Unity	Santos*
Bank of New Zealand	Solid Energy New Zealand Ltd
Carlton & United Breweries	Stockland
Coles	Suncorp
CSL	Tabcorp Holdings Ltd
Datacom	Target
Energex	Teachers Mutual Bank
Essendon Football Club	Telstra
Fonterra Co-operative Group Ltd	Toyota
Grocon	Transurban Limited
Holden	Veolia Transdev Australasia Pty Ltd
IBM*	Wesfarmers CEF
linet*	Wesfarmers Corporate
Incitec Pivot Limited	Wesfarmers Industrial and Safety
Kmart	Wesfarmers Insurance
Kraft Foods Limited.	Wesfarmers Resources
Leighton Contractors*	Western Power
Medibank	Westfield*
Mirvac Pty Ltd	Woodside Energy
National Australia Bank Ltd	Woolworths Limited
New Zealand Post Group	Xstrata Coal*

*\*Member did not participate in 2012 benchmarking*